



INDIANA  
**WORKFORCE**  
DEVELOPMENT  
AND ITS **WorkOne** CENTERS

**TO:** State Workforce Innovation Council Chairperson  
Marion County Workforce Investment Board Chairperson & Director  
Regional Workforce Board Chairpersons  
Regional Operators  
Directors of Operations for Northern and Southern Indiana  
All WorkOne Staff

**FROM:** Teresa L. Voors *TLV*  
Commissioner, Indiana Department of Workforce Development

**THROUGH:** Dale Wenger, *DW* Deputy Commissioner of Policy and Field Operations

**DATE:** April 21, 2008

**SUBJECT:** DWD Policy 2007-35  
WorkOne Brand Policy

**Purpose**

To provide policy and guidance on branding and marketing WorkOne Centers and Express Sites

**Rescission**

DWD Policy 2005-24, Workforce Investment Boards' and Regional Workforce Boards' Websites, issued June 29, 2006

**Content**

All Hoosiers need to clearly recognize the WorkOne brand throughout Indiana and the integrated services which are available in WorkOne Centers and WorkOne Express sites.

To that end, and as set forth in DWD's Regional Integration Policy (DWD Policy 2007-20) issued on November 15, 2007, "All WorkOne Centers and WorkOne Express sites shall bear only one branded image -- that of the WorkOne."

The WorkOne brand described in this document and its associated attachments shall be the only brand presented to any current or potential customer/participant of workforce development activities within the state. This requirement includes any location where a WorkOne program is being promoted. All local media coverage and/or press releases should refer to WorkOne and no other brand. If the Department of Workforce Development is mentioned, the descriptor "Department of Workforce Development and its WorkOne Centers" shall be used.

The Department is restricting the use of funding provided under any of its grants and/or contracts to the marketing of the WorkOne brand. Therefore, DWD grant/contract funds shall not be used to fund any printed media (letterhead, business cards, envelopes, brochures, etc.), websites, electronic and print advertising, or any other marketing effort that does not adhere to the non-negotiable brand requirements as specified below.

The following are ***Indiana Department of Workforce Development's non-negotiable brand requirements*** for all WorkOne Centers and WorkOne Express sites:

1. All WIBs, RWBs, Regional Operators and Service Providers must comply with the WorkOne Style Guide, revised on March 16, 2008. The WorkOne Style Guide is Attachment B of this document and may also be obtained at: [www.in.gov/dwd/brandportal](http://www.in.gov/dwd/brandportal).
2. The WorkOne logo is a black/blue logo. All other colors have been eliminated. Any logos not complying with the color requirement must be removed or replaced.
3. Only WorkOne signage shall be displayed outside and inside WorkOne offices. DWD logos should not be used outside any WorkOne building. See the Style Guide for appropriate use.
4. All outdoor signage including billboards and other outdoor media advertising must use the black/blue WorkOne logo. Refer to the guidelines in the WorkOne Style Guide.
5. The WorkOne logo can be used by itself, with a location under it, or with a pre-approved tag line. See the WorkOne Style Guide for examples. Any tag line used with the WorkOne logo must be approved by the Department.
6. The WorkOne logo is the only logo which shall be used on marketing material developed and used to promote programs associated with the WorkOne system. All print media distributed by the WorkOne partners should display the WorkOne logo.
7. Business cards shall only include the black/blue WorkOne logo that adheres to the WorkOne Style Guide business card standards. Appropriate use of the WorkOne logo for stationery and labels is explained in the WorkOne Style Guide.
8. All WorkOne Centers and WorkOne Express sites shall be listed in the appropriate local telephone directories using the WorkOne brand and shall not list any other brand.
9. Marketing material developed with DWD funding is the property of DWD. All material must be made available through DWD's best practices website: [www.in.gov/dwd/workone\\_best\\_practices](http://www.in.gov/dwd/workone_best_practices).

10. All regions will link their WorkOne websites to the statewide WorkOne website through the WorkOne Portal located at <http://www.workoneworks.com/>. Regional websites must comply with the WorkOne Style Guide in regard to use of the WorkOne logo. The Department must approve any website before it is launched on the WorkOne Portal. The Department reserves the right to deactivate any connected website if it does not meet the Department's standards. See Attachment A for website guidelines. The Department reserves the right to update these guidelines at anytime. The current version of the guidelines may be obtained at <http://www.in.gov/dwd/brandportal>.
11. Workforce Investment Boards and Regional Workforce Boards websites shall be listed individually and separately on the DWD website. See Attachment A.

The following are ***Indiana Department of Workforce Development's negotiable Brand guidelines*** for all WorkOne Centers and Express sites. Local areas shall have control over the items below. However, if the WorkOne brand is used, local areas are responsible for ensuring any item specified in the following list does not conflict with the non-negotiable brand requirements stated above.

Negotiable brand guidelines include:

1. Regional specific marketing materials, slogans, or marketing campaigns
2. Community programs where workforce development is partnering with economic development or educational institutions on projects, buildings, or programs
3. Marketing mix (amount of marketing funding spent on various media)
4. Brand awareness building strategies
5. Marketing and networking events
6. Workshops
7. Print/Radio/TV Ads
8. Billboards
9. Job Fairs
10. Newsletters
11. Printing vendors
12. Webinars
13. Student outreach
14. Blogs which are connected to a website

Questions regarding this policy should be directed to Ryan Scott, Director of Marketing, at telephone 317.232.6699 or by e-mail at [RPScott@dwd.in.gov](mailto:RPScott@dwd.in.gov).

#### **Review Date**

November 1, 2010

#### **Ownership**

Director of Marketing  
Policy & Field Operations  
Indiana Department of Workforce Development  
10 North Senate Avenue  
Indianapolis, IN 46204

**Effective Date**

April 22, 2008

**Action**

All local areas will comply with the requirements in this policy beginning **April 22, 2008**.

**Attachments**

Attachment A: WorkOne Website Guidelines

Attachment B: WorkOne Style Guide

**Attachment A**

# WorkOne

## Website Guidelines

1. Regional WorkOne websites should link to the DWD website, <http://www.in.gov/dwd/>, and to the WorkOne Portal website at <http://www.workoneworks.com>
2. The WorkOne logo should be prominently displayed on each region's WorkOne Portal home page. All WorkOne graphics with colors schemes other than the standard colored black/blue WorkOne logo must be converted to the current branding standards set forth in the WorkOne Style Guide.
3. To promote a seamless WorkOne system, all visitors to DWD's WorkOne Portal must be able to identify easily all regional websites as Indiana WorkOne websites. Current and accurate information shall be displayed at all times.
4. All WorkOne regional websites must be customer-focused.
5. Regional WorkOne websites must be designed, written and organized from the public's viewpoint. Using basic common content, terminology, and placement is recommended. Each Region should attempt to measure customer satisfaction and usability regarding their Regional websites.
6. Regional webmasters should establish a schedule for posting and updating content on their WorkOne websites. When there is a change in content on a page, the revision date should be posted. All regional website webmasters must check their websites for outdated or broken links on a regular schedule.
7. All Regional websites' news stories should be in the format of a press release on the website and not posted on any page as free floating HTML with different size fonts and various color backgrounds. All postings shall adhere to professional typesetting standards.
8. Basic web creation standards must be utilized when creating websites. Out of place web graphics and .gifs are prohibited from being utilized on Regional specific websites as well as any city specific websites.
9. The WorkOne Portal should not be used to highlight Regional Workforce Board, Regional Operator, or Workforce Investment Board information. Regional Workforce Boards and Workforce Investment Boards shall be linked on the Department's website at the Regional Workforce Boards & Workforce Investment Boards page located at: <http://www.in.gov/dwd/3067.htm>.

10. WorkOne regional websites must be independent of Regional Workforce Board websites and Regional Operator websites, unless the WorkOne regional website has a designated location for this information on its website (WorkOne regional websites may contain links to the Regional Workforce Board and Regional Operator websites). If such links are used, the WIB, RWB and RO websites must be kept current.
11. Regional Operator and Regional Workforce Board logos shall only be displayed on specific partner, board, or operator specific pages.



# **WorkOne**

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*Style Guide*

*Revised March 16, 2008*



## **INTRODUCTION OF WORKONE**

One of the most critical functions of the Regional Workforce Boards is chartering one-stop centers and affiliated sites. The one-stop center is the heart of the workforce development system. It is the place where service delivery partners connect with customers and with each other. We will not have a quality system for the development of Indiana's workforce unless the public perceives the one-stop system to be its first choice rather than the last resort for finding a job or better job, choosing a career, finding a good employee, accessing training, or getting the information he or she needs to be successful in the workplace. A charter is the board's personal guarantee to the community that a center is committed to quality processes, continuous improvement, and outstanding performance. Applying to the board for approval requires the one-stop operator to articulate a business plan and chart a path to excellence.

Only those centers meeting the established criteria may use the WorkOne logo. Charters must be renewed at least once every two years. If a center fails to get rechartered, the WorkOne logo must come down or be covered until the center earns the charter back.

It is of vital importance that we build a strong WorkOne brand to achieve the goals of growing jobs, increasing personal income and providing premiere customer service. WorkOne materials have been designed to reach both employers and jobseekers. To access the materials that you need to promote the WorkOne brand go to [www.in.gov/dwd/brandportal](http://www.in.gov/dwd/brandportal).

Minimum Criteria for WorkOne Centers:

- Must provide all core services listed in the Workforce Investment Act
- Must provide access to intensive services and training
- Must provide access to all labor exchange services authorized under the Wagner-Peyser Act
- Must provide access to programs and activities carried out by one-stop partners
- Must have an Information Resource Area meeting state defined minimums for content and staffing

"Access" is defined as:

- During all hours the center is open, customers may be screened for initial eligibility and appropriateness for any mandatory partner resource and have an appointment confirmed to complete the process before he or she leaves the center



## WORKONE LOGO

The WorkOne logo and the WorkOne Express logo have been established to create a consistent and uniform identity for the one-stop centers. As the focal point of our graphic identity system, the WorkOne logo successfully communicates our message in a variety of applications: on buildings, signs, letterhead, and more. This Style Guide will provide you with general guidelines that will help achieve consistency of appearance, color and positioning of the WorkOne logo. It is not meant to be an all-inclusive set of rules for every possible situation.

If you have questions about appropriate usage or about possible exceptions to these guidelines, please contact Marketing and Communications at 317-232-3287.

### Identity Elements

The term “logo” is used to indicate the two elements of the identity: The logotype and tagline. The proportion, position and color of these identity elements are fixed and must be presented as indicated in these examples.

### Area of Isolation

A minimum distance, called the area of isolation, always separates the logo from all other type and artwork. The distance, as established in the examples shown, ensures high visibility and readability of the logo. Nothing should violate the area of isolation.

### Tagline Options

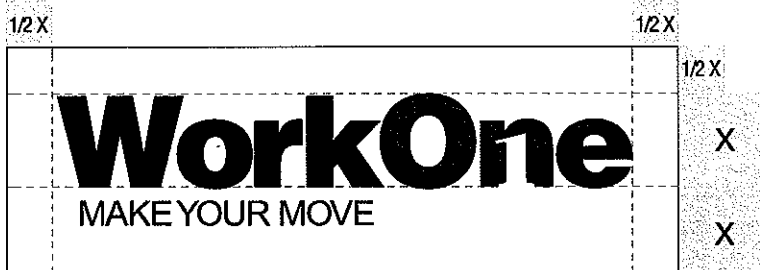
There are three options for tagline use with the WorkOne logo. You can use no tagline, the location tagline or the “make your move” tagline. If you want to use any another tagline it must be approved by DWD. Contact 317-232-3287 for approval.



### Area of Isolation



### Area of Isolation



### Area of Isolation

## LOGO COLOR OPTIONS

Due to the variety of logo usage needs and the many reproduction options, you will need to select the artwork most appropriate for your specific need. Shown here are the options you will find on the brand portal. WorkOne logos are available for download for any number of uses. The Traditional Blue WorkOne logo will be used for signage, letterhead, business cards, shell sheets, etc. The red and green logo will no longer be used on any WorkOne materials printed or otherwise.

FOUR-COLOR –  
Blue: 80% Magenta, 100% Cyan & Black

**WorkOne**  
*Location*

W1\_4C.EPS

TWO-COLOR – PMS Blue 072 & Black

**WorkOne**  
*Location*

W1\_2C.EPS

BLACK AND WHITE – Halftone

**WorkOne**  
*Location*

W1\_BW\_HT.EPS

BLACK AND WHITE – Line Art

**WorkOne**  
*Location*

W1\_BW\_LA.EPS

FOUR-COLOR – REVERSE  
Blue: 50% Screen of 80% Magenta & 100% Cyan

**WorkOne**  
*Location*

W1\_4C\_RV.EPS

TWO-COLOR – REVERSE  
50% Screen of PMS Blue 072

**WorkOne**  
*Location*

W1\_2C\_RV.EPS

BLACK AND WHITE – Halftone Reverse

**WorkOne**  
*Location*

W1BWHTRV.EPS

BLACK AND WHITE – Line Art Reverse

**WorkOne**  
*Location*

W1BWLARV.EPS

## IMPROPER USE OF THE LOGO

To avoid improper use of the logo, always adhere to the basic guidelines set forth in this Style Guide. A few examples of common logo errors are shown on this page.

An important rule to remember is that the logo should always be treated as a symbol, not as a word in a phrase, sentence or headline. The logo may be used in the masthead of a newsletter, but only if it's treated as a separate design element, not incorporated into the actual name of the newsletter.

Other useful guidelines to avoid improper use of the logo include:

- Do not use different type fonts for the logotype either in upper or lower case
- Do not change the proportion or position of the icon and logotype
- Do not print the logo in any color other than the specified colors outlined in this Style Guide
- Do not print the logo on a background with too little contrast
- Do not position the logo too close to other symbols or logos
- Do not position the logo at an angle or vertically

Other useful guidelines to avoid improper use of the logo include:

- Do not download images off the Internet (except from the brand portal). They are low resolution and usually appear “fuzzy” when used for print materials.
- Hold down the >shift< key when making the logo larger or smaller. This prevents “stretching” the logo.
- The logo can only be resized proportionately. If you make your logo taller it will be also be wider.

**WorkOne**

**WORKONE**

**WorkOne**

**WorkOne**  
Location

**WorkOne**  
Location

**LETTERHEAD - Only use the blue WorkOne logo on letterhead**

The cover sheet of correspondence utilizes the letterhead. Second sheets are blank. Critical dimensions and data are provided with the illustrations. Although illustrations are proportionate to one another, keep in mind that sizes have been reduced, and it's particularly important to adhere to given specifications for correct graphic results.

Using the WorkOne logo alone is the most effective use of the letterhead. However, if names of the partners are included they may be added to the side or bottom of the page. The bottom of the page is the preferable site for the partner names.

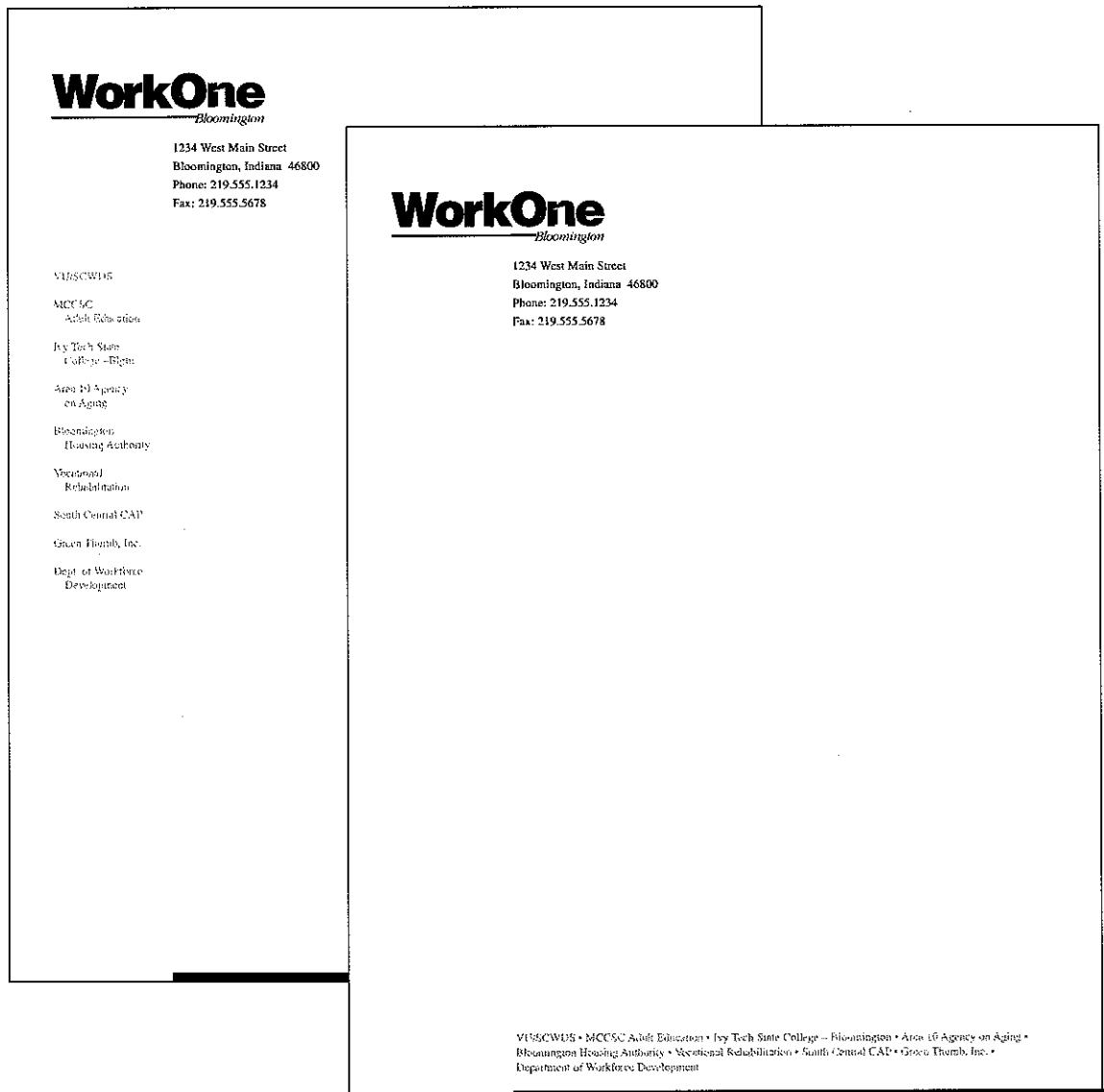
Letterhead

Dimensions: 8.5" X 11"

Paper: Hammermill, Via Pure White, Smooth, Writing 24

Ink Colors: PMS Blue 072 and Black.

Address/Partner Font: Times Roman



**BUSINESS CARD** - *Only use the blue WorkOne logo on business cards*

Business cards are a particularly important communications tool. Give your audience only the critical information it needs, with plenty of white space and an easy-to-understand job title.

The WorkOne Logo may not be used in conjunction with any other logo on a business card.

Business Card

Dimensions: 3.5" X 2"

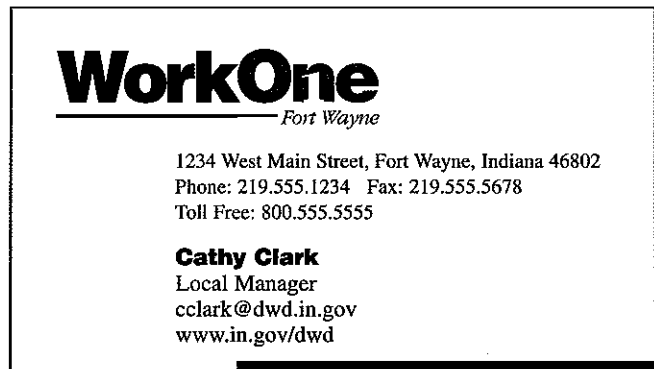
Paper: Hammermill, Via Pure White, Smooth, Cover 80

Ink Colors: PMS Blue 072 and Black

Fonts:

Address/Title/Email: Times Roman

Name: Helvetica Black



Business Card is shown at 100% of actual size.

**ENVELOPES** - *Only use the blue WorkOne logo on envelopes*

All WorkOne envelopes adhere to the guidelines shown on this page.

#10 Business Envelope

Dimensions: 4.125" X 9.5"

Paper: White Wove

Ink Colors: PMS Blue 072 and Black

Large Envelopes

Dimensions: 9"X 12" & 10" X 13"

Paper: White Wove

Ink Colors: PMS Blue 072 and Black

Address Font: Times Roman

#10 Business Envelope art is shown at 100% of actual size.

**WorkOne**  
*Fort Wayne*

1234 West Main Street

Fort Wayne, Indiana 46802

**WorkOne**  
*Fort Wayne*

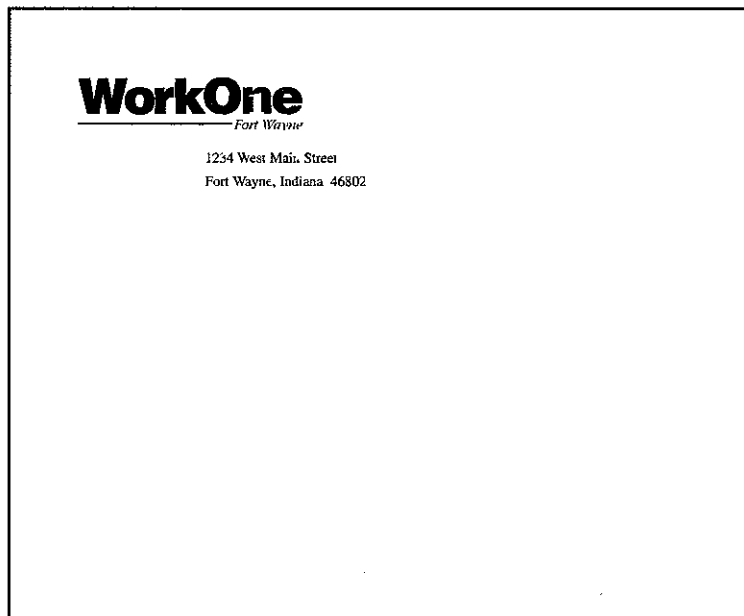
1234 West Main Street  
Fort Wayne, Indiana 46802

**WorkOne**  
*Fort Wayne*

1234 West Main Street  
Fort Wayne, Indiana 46802

**MAILING LABEL** - *Only use the blue WorkOne logo on envelopes*

Mailing labels can be used on generic, unprinted envelopes or packaging tubes to give them the same consistent look of all other printed materials.



Mailing Label is shown at 25% of actual size.

**OUTDOOR SIGNAGE** - *All outdoor signage including billboards and other outdoor media advertising must use the blue WorkOne logo*

All outdoor signage must use the WorkOne logo. Sizes and locations of signs will vary according to local sign ordinances.

In order to present a common identity throughout the state, all WorkOne locations must present the same look. The WorkOne Logo cannot be used with any other logo or name on the outside of the building. Inside a One-Stop Center, the WorkOne logo may be used with other logos and/or names.

Note: No DWD logo should be used on the outside of any WorkOne building. The WorkOne logo can be used on the inside of a WorkOne to indicate that it is a partner. Any out-dated DWD logos must be removed and replaced.





**TELEPHONE LISTINGS** - The listing should not be under the operator or service provider, it should be listed as WorkOne

All WorkOne Centers should be listed in the local phone directory. This should be in addition to the other listings already in place. It is up to the Regional Operator to decide the best place to list the number (business, blue, or yellow pages).

**PRO RESOURCES**

1728 Spy Run Av Fort Wayne ... 420-2117  
QCI Engineering Services  
See Ad At Employment Agencies  
4705 Illinois Rd Fort Wayne .... 436-9793

**RELIABLE TECHNICAL SERVICE**



**RELIABLE TECHNICAL SERVICES, INC.**

"Your Reliable Source for Technical Employment"

- GENERAL LABOR • FACTORY
- OFFICE • WELDERS
- CONSTRUCTION • INDUSTRIAL MACHINISTS
- WAREHOUSING • DRAFTING/DESIGN
- ASSEMBLY • ENGINEERS

EOE WWW.RELIABLETECH.COM No Fee  
519 Tennessee Suite 100 Fort Wayne . 426-5627

**SNELLING PERSONNEL SERVICES**

**SNELLING**

TEMPORARY & PERMANENT  
PLACEMENT SPECIALISTS  
482-1511

3417 E State Blvd Fort Wayne ..... 482-1511

Staffmark Inc  
Corporate Ofc  
1833 Magnavox Way Fort Wayne ..... 436-3838

**STAFFMARK INC**  
1010 W Coliseum Blvd Fort Wayne ..... 482-3532  
(See Advertisement On Page 273)

**TDS PERSONNEL PLUS**



**MEDICAL & DENTAL SPECIALISTS**

- Temporary & Permanent Staffing
- RN's LPN's MA's
- Medical Receptionists, Billers
- Medical Transcriptionists
- Dental Hygienists, Dental Assistants

4105 W Jefferson Blvd Fort Wayne ... 436-9237

Tandem Staffing For Industry  
4410 Executive Blvd Fort Wayne .471-5900  
Technetics Corporation  
Fort Wayne ..... 483-9500

**TEMPORARY MANAGEMENT SOLUTIONS INC**  
6527 Constitution Dr Fort Wayne ..... 436-7777

**TEMPORARY SOLUTIONS INC**

2210 Maplecrest Rd Fort Wayne .493-8367

**TOWER PERSONNEL STAFFING**



- OFFICE / CLERICAL
- PROFESSIONAL
- DATA / WORD PROCESSING
- FACTORY / INDUSTRIAL

**483-7085**

1501 Goshen Rd  
(Gateway Plaza)  
1501 Goshen Rd Fort Wayne ..... 483-7085

**TRI-FORCE**

triforce@sprintmail.com  
511 W Wayne Fort Wayne ..... 422-4417

**VICTOR PERSONNEL**

**VICTOR PERSONNEL**

**TEMPORARY and FULL-TIME PLACEMENT**

- DATA ENTRY • TESTING
- CLERICAL • ON-SITE
- LIGHT INDUSTRIAL MANAGEMENT

**484-0611**

3601 Hobson Rd Suite 110 Fort Wayne ..... 484-0611

Western Staff Services  
Fort Wayne ..... 486-5649

**WORKONE - FORT WAYNE**

**WorkOne**  
Fort Wayne

1234 Street Address Fort Wayne ..... 432-1234

When time is money, your  
telephone saves you both.

Sample using  
logo

## **TECHNICAL SPECIFICATIONS**

Electronic logo files in different file formats for reproduction in black & white or color can be downloaded from the brand portal site ([www.in.gov/dwd/brandportal](http://www.in.gov/dwd/brandportal)). Logo files with and without community location name and with and without taglines are available for download by WorkOne Regional Operators and outside vendors.

Macintosh® and Windows®

Adobe Illustrator 8.0 eps files.

Adobe Illustrator CS2 eps files

Microsoft Users

Microsoft® Word and Powerpoint users can use the BMP, PNGs or the JPEG files only. These files (BMP/PNG/JPEG\*) are not for external office use. They are low-resolution files for on-screen representation only. When sending a job to a commercial printer, please send high-resolution logos.

\*low-resolution files = BMP, PNG and JPEG files.

Macintosh is a registered trademark of Apple Computer, Inc. Microsoft Word and Powerpoint are registered trademarks of Microsoft Corporation. Adobe Illustrator is a registered trademark of Adobe Systems Incorporated.

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